

Figure 1

203 201 205 207 209

| Retailer | Product | Price Paid | List Price |
|----------|---------------------------|------------|------------|
| Safeway | Sealtest milk ½ gallon | 1.29 | 1.29 |
| Safeway | Richland eggs, 1 dozen | 0.99 | 1.09 |
| Giant | Shenandoah, milk ½ gallon | 1.04 | 1.25 |
| Giant | Giant, eggs, 1 dozen | 1.39 | 1.39 |
| Foodlion | Lucerne, eggnog ½ gallon | 2.59 | 3.25 |
| Foodlion | Foodlion, eggs, 1 dozen | 1.20 | 1.20 |

Figure 2

303 301 305 307 309 311 313 315

| Retailer | Product | Price Paid | List Price | Customer | Time of Purchase | Card Discount |
|----------|---------------------------|------------|------------|----------|------------------|---------------|
| Safeway | Sealtest milk ½ gallon | 1.29 | 1.29 | 12Y1104 | 0404002010 | 0.20 |
| Safeway | Richland eggs, 1 dozen | 0.99 | 1.09 | 12Y1104 | 0404002010 | 0.12 |
| Giant | Shenandoah, milk ½ gallon | 1.04 | 1.25 | 12Z3223 | 0528001010 | 0.25 |
| Giant | Giant, eggs, 1 dozen | 1.39 | 1.39 | 12Z3223 | 0528001010 | 0.19 |
| Foodlion | Lucerne, eggnog ½ gallon | 2.59 | 3.25 | 12Y2884 | 1210990134 | 0.16 |
| Foodlion | Foodlion, eggs, 1 dozen | 1.20 | 1.20 | 12Y2884 | 1210990134 | 0.05 |

Figure 3

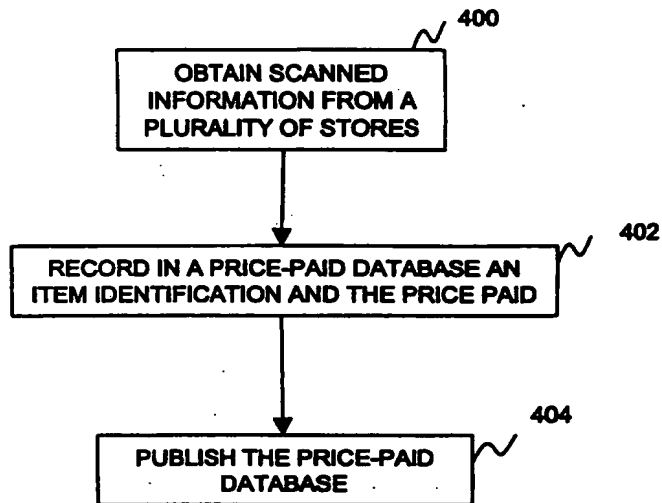


Figure 4

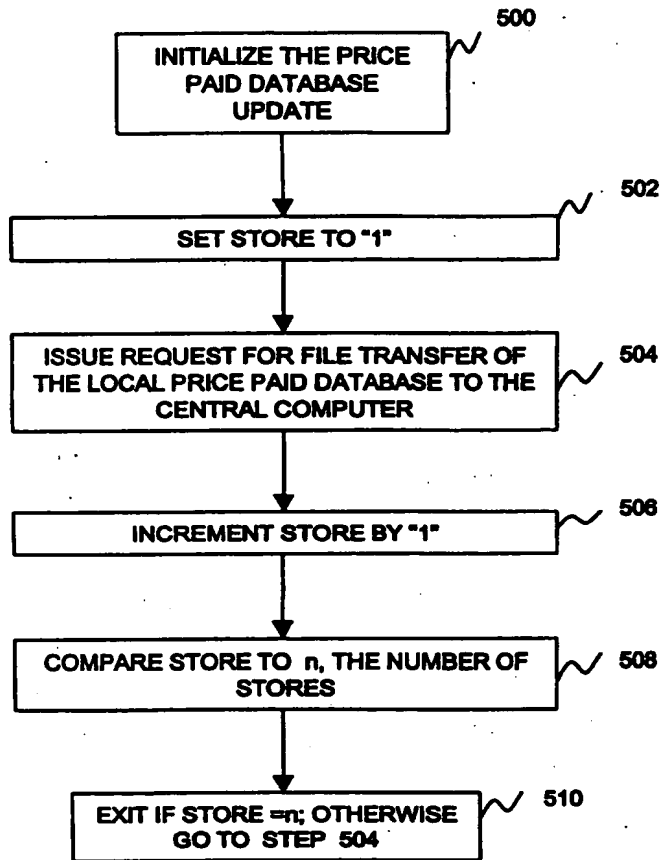
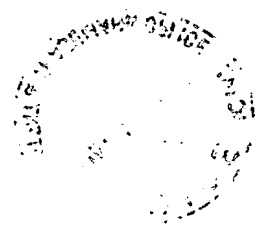


Figure 5

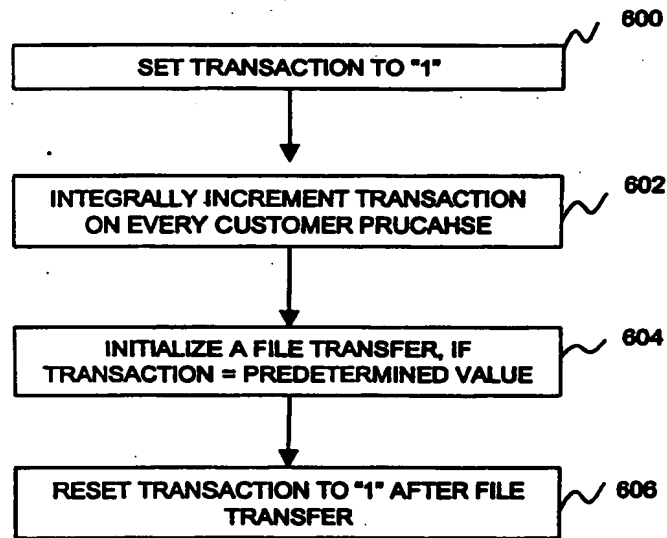


Figure 6

FIGURE 7

